

WELCOME

TO

WINNIPEG

CANADA

**T**HE STORY OF WINNIPEG is one of the most marvellous and impressive records of growth on the continent. Thirty-five years ago Winnipeg's population was less than 1,000, and the school attendance was only 35 pupils; it was but a post of the Hudson's Bay Company, without churches, streets or railroads, and but a few years previously the Indians chased herds of buffalo over the prairie where the city now stands. It is now the railroad and business centre of the Canadian West. Twenty-two railway tracks radiate from it, and the C.P.R. yard here, with its 135 miles of sidings, is the largest in the world controlled by a single corporation. Winnipeg is the chief central point of the Canadian Northern and Grand Trunk Pacific railway systems—these roads having just built a Union Station at a cost of \$1,500,000. Four thousand railway employees reside in the city. It is in the famous Red River Valley and surrounded by good farming, timber and mining districts with extensive lake fisheries. The streets of the city are generally wide, the principal avenues being 132 feet, 155 miles of streets are paved with asphalt, block and macadam. The area of 13,990 acres has been covered by 201 miles of sewers, 345 miles of paved and graded streets—100 miles of which are boulevarded and 450 miles of sidewalks. Approximately 220 miles of water mains have been laid down since the city's incorporation 36 years ago. In 1890 the proportionate assessment value of the city was \$18,612,410; in 1900, \$25,077,460; in 1902, \$28,615,810; in 1905, \$62,727,630; in 1906, \$80,511,727; in 1909, \$131,402,800 and in 1911, \$172,667,260. Winnipeg is the wholesale and jobbing centre of Manitoba, Saskatchewan and Alberta. It has 23 chartered banks. Bank clearings: 1900, \$106,956,720; 1905, \$369,868,179; 1906, \$504,585,914; 1907, \$599,667,376; 1908, \$614,111,801; 1909, \$770,649,332; 1910, \$953,415,281, and in 1911 reached a total of \$1,172,762,142. The city contains 122 churches and missions, 33 public schools, with an enrolment exceeding 19,500; also six parochial schools with 1,200 pupils, six colleges, a university, provincial agricultural college, academies, ladies' schools, the Provincial Government buildings, Court house, gaols, chief offices of the Dominion Government in the West, fine city hall, a free library—costing \$140,000—two railway depots, costing over \$1,000,000 each—up-to-date fire, police and water systems. The electric street railway operates 250 cars on 66 miles of city tracks and 44 miles of suburban lines. New buildings erected in 1900-1-2, amounted to \$5,558,545; in years 1903-4-5, \$26,187,350; in years 1906-7-8, \$24,562,200; in 1909, \$9,226,325; in 1910, \$15,116,450, and in 1911, \$17,550,000. These facts give some idea of the progress being made. The grain business of the Canadian West centres in Winnipeg, and for the last year the inspections exceeded 100,000,000 bushels, placing Winnipeg as the greatest grain market on the American continent. This is evidence enough of the nature of the soil tributary to Winnipeg. In addition to agriculture, a considerable fishing business is done in the large Northern Lakes, and timber and mining enterprises are being developed on its shores. Winnipeg city owns and operates its own asphalt paving plant, its own quarry, street lighting, water works—including high pressure fire system of 300 lbs. pressure for fire protection. Winnipeg is now in a position to encourage manufacturers by affording cheap power. On the Winnipeg River a total of 60,000 h. p. is developed by the city, which is to be sold to consumers at cost of production. The value of the factory output is now estimated at \$36,000,000 annually, which is an increase of over 400 per cent. in the past 10 years. Over 15,000 factory hands now find employment in the 300 successful plants operating. Take this record in industrial growth and add to it the wholesale turnover of \$120,000,000, and the enormous grain trade, handled in the city, makes Winnipeg the central market and capital city of commerce of Western Canada.

NOT IN PEEZ

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Winnipeg Industrial Bureau

48 pp

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## Welcome to Winnipeg

**P**ROSPEROUS WINNIPEG CORDIALLY INVITES YOU TO COME AND SEE. WINNIPEG OFFERS SOMETHING MORE THAN A BED, A BATH, AND A BILL OF FARE. YOU WILL FIND OPPORTUNITY AND ONE OF THE MOST MARVELLOUS AND IMPRESSIVE RECORDS OF GROWTH EVER WORLD. NOT LONG SINCE THE GARRY, A HUDSON'S BAY METROPOLIS, RAILROAD AND CANADIAN WEST. WE WISH WHICH HAD 275 PEOPLE IN SITUATED IN ALMOST THE AMERICAN CONTINENT, WINCALLY AN UNEXCELLED POSIGATHERINGS, AND TO-DAY REPUTATION FOR THE MANNER IN WHICH IT HAS HANDLED AND CARED FOR LARGE CROWDS. WITH 65 HOTELS, ALL GOOD AND SOME EQUAL TO THE WORLD'S BEST, AND OTHERS IN COURSE OF ERECTION, WINNIPEG IS A CITY PARTICULARLY WELL ADAPTED FOR CONVENTION PURPOSES.



SEEN IN THE HISTORY OF THE SITE OF THE HISTORIC FORT TRADING POST—NOW THE BUSINESS CENTRE OF THE YOU TO SEE THE WINNIPEG 1870 AND NOW HAS 172,000. EXACT CENTRE OF THE NORTH NIPEG OCCUPIES GEOGRAPHITION FOR CONVENTION ENJOYS AN INTERNATIONAL

### POPULATION OF WINNIPEG

1902	48,411
1904	67,262
1906	101,057
1908	128,000
1910	151,450
1911	172,000

### BUSINESS GROWTH

WINNIPEG BANK CLEARINGS	
1902	\$ 188,370,033
1904	294,601,437
1906	504,585,914
1908	614,111,801
1910	953,415,281
1911	1,172,762,142

### INDUSTRIAL GROWTH

#### INCREASE IN WINNIPEG FACTORY OUTPUT

1900	\$ 8,606,248
1905	18,983,248
1910	36,000,000

260 Factories  
15,000 hands employed  
\$40,000,000 invested

## A GREAT PERMANENT EXPOSITION

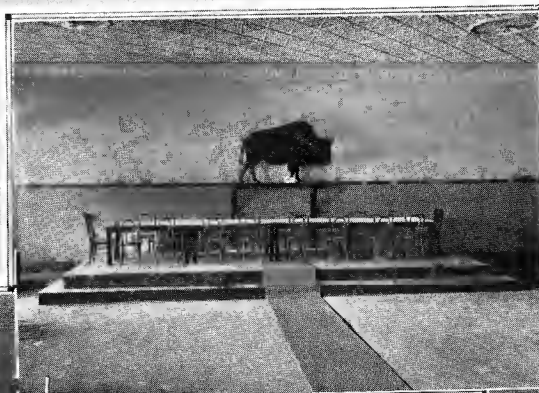
*Home Manufactured Products and Natural Resources*



**New Home of Winnipeg Industrial Bureau.**—At the corner of Water and Main Streets, where 64 firms have leased space for exhibition purposes for three years. The handsome structure was put up by the public-spirited men of Winnipeg, as a means of advertising the city and providing central quarters for the carrying out of co-operative plans of city improvement. Reports furnished free on manufacturing possibilities of any line of industry by addressing Chas. F. Roland, Industrial Commissioner, Winnipeg, Canada.



*Winnipeg has perfected in  
advance every arrange-  
ment for your welcome, for  
your convenience,  
and for your entertainment*



*Winnipeg has an inter-  
national reputation  
for entertaining large  
crowds*



**WINNIPEG INDUSTRIAL  
BUREAU**

*Auditorium, Convention and  
Banquet Hall and  
Board Room*

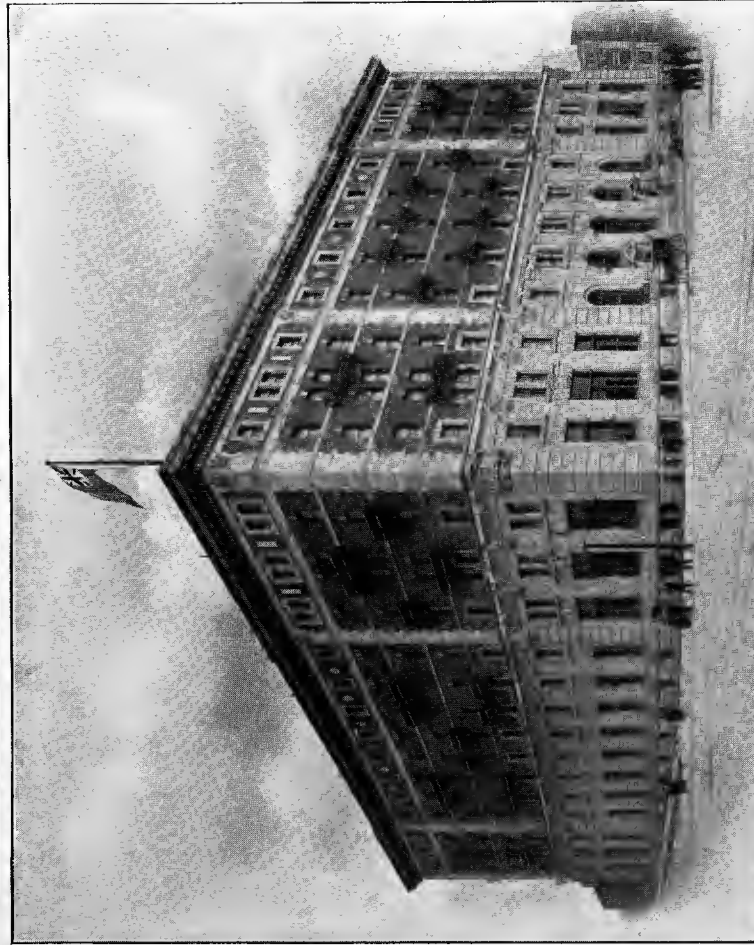


*Most people combine  
pleasure with  
business when visiting  
Winnipeg*

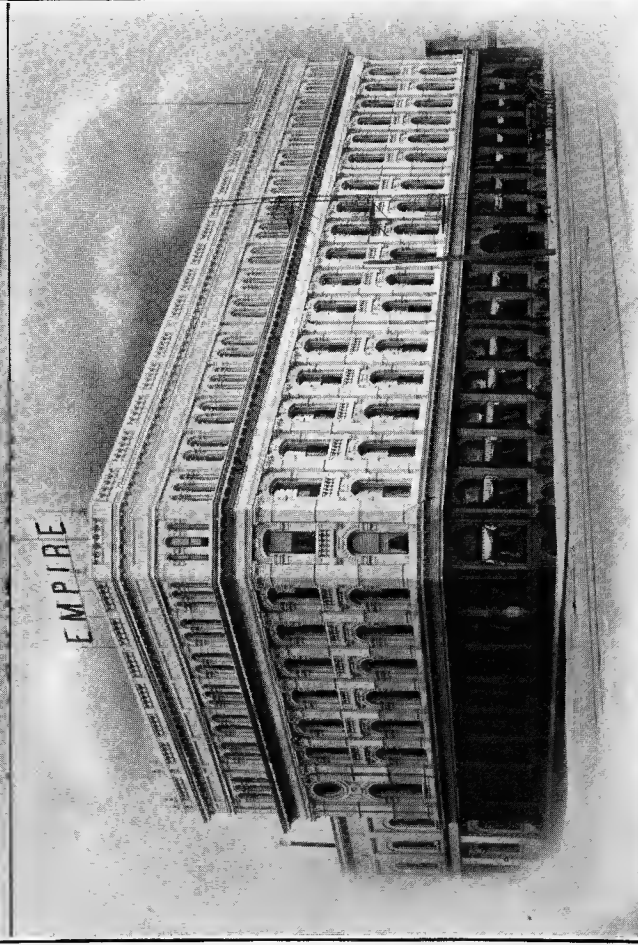
*Come and see  
**WINNIPEG,**  
Canada's Most Progressive  
City*

Accommodation for Large or Small Gatherings—(1) Platform in Convention Hall. Bureau. (2) Board Room, Winnipeg Industrial (3) Left Wing of Banquet Hall. (4) Right Wing of Convention Hall. Catering facilities in connection.

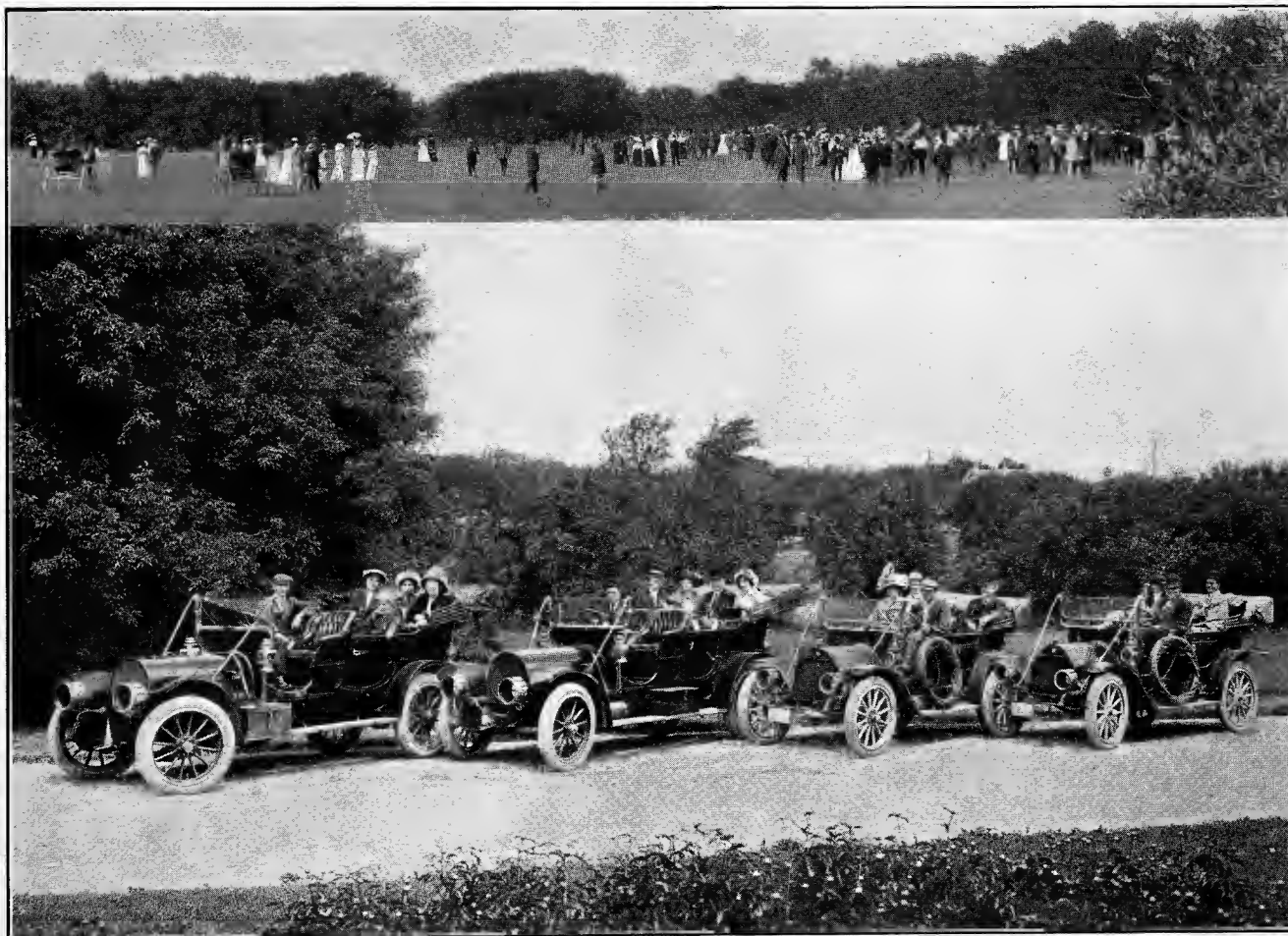
WINNIPEG'S HOTEL ACCOMMODATION  
IS GOOD, RELIABLE AND  
REASONABLE



A VISIT TO WINNIPEG WILL BE  
FULL OF INTEREST, PLEASURE  
AND OPPORTUNITY



Winnipeg Hotels—Here are two of the larger, centrally located, handsomely equipped, Winnipeg hostleries. The upper picture is that of the "Royal Alexandra," adjoining the C.P.R. Depot; and the lower "The Empire" adjoining the Union Depot of the C.N. and G.T.P. Railways.



**Winnipeg Parks.**— Well and wisely the Civic Authorities of Winnipeg have chosen to devote a deal of time and money to a public park system. The Public Parks Board, Civic Planning Commission, Garden Club and Horticultural Society are working in conjunction to make Winnipeg "A City Beautiful."

*Winnipeg has  
twenty-nine  
Parks, covering  
506 acres*

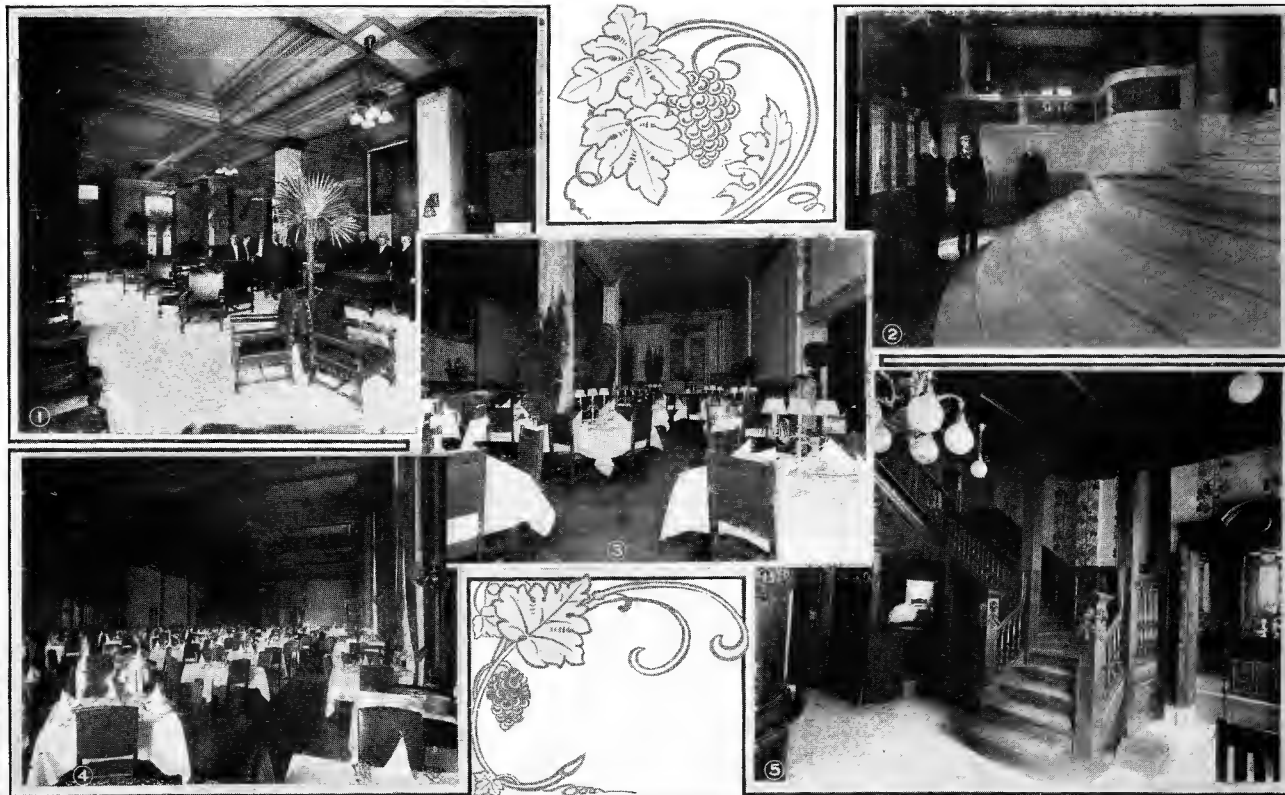


*The dry, bracing  
climate of  
Winnipeg in-  
duces cheerful  
optimism*

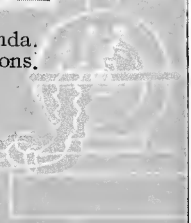
WINNIPEG,  
THE CITY OF  
SUNSHINE  
AND HEALTH



You'll like  
Winnipeg, with  
her breezy outlook  
on the Western  
Prairie



Luxurious Winnipeg Hotel Interiors—(1) "McLaren" Hotel Rotunda. (2) "Royal Alexandra," Marble Staircase to Rotunda. (3) "St. Regis" Dining Room. (4) Royal Alexandra Dining Room. (5) "The Grange," Handsome Interior Decorations.



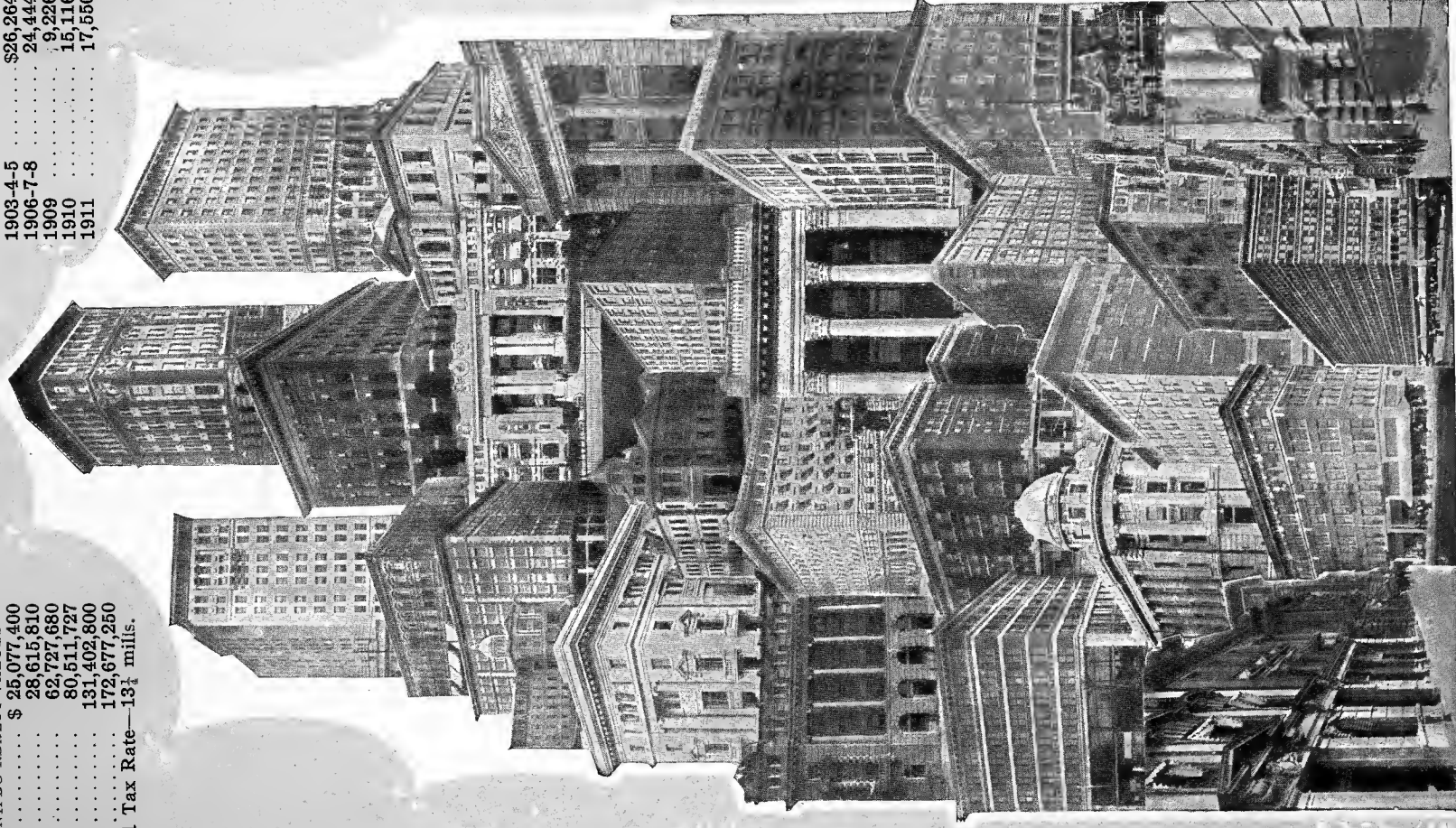


#### TOTAL ASSESSMENT

WINNIPEG REALTY VALUES	
1900 .....	\$ 25,077,400
1902 .....	28,615,810
1905 .....	62,727,680
1906 .....	80,511,727
1909 .....	131,402,800
1911 .....	172,677,250
1911 Tax Rate—13½ mills.	

#### BUILDING GROWTH

WINNIPEG BUILDING PERMITS	
1903-4-5 .....	\$26,264,500
1906-7-8 .....	24,444,300
1909 .....	9,226,325
1910 .....	15,116,450
1911 .....	17,550,000



A Group of Winnipeg Buildings, picturing the type of its Business Blocks which have been erected in the past few years, by big financial and commercial firms—showing their faith in Winnipeg's future by the investment in such magnificent structures.

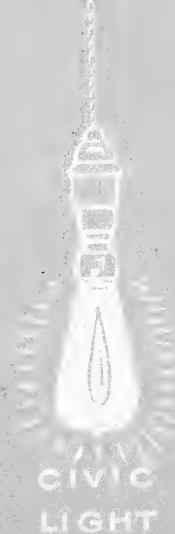


**WINNIPEG OFFERS  
THE FINEST FIELD  
FOR INVESTMENT  
IN WESTERN  
CANADA**

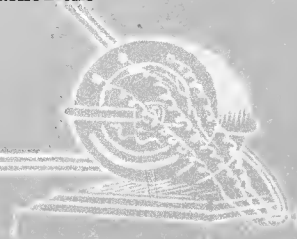
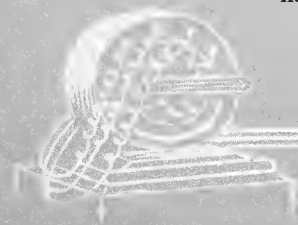
GIVING LIGHT

CIVIC POWER

**ALL ROADS  
LEAD TO  
WINNIPEG,  
THE CITY OF  
OPPORTUNITY**



**Beautiful Homes**—Taking warning from the failure of other cities to pay sufficient attention to the esthetic in laying out of streets and avenues, Winnipeg has, in such streets as the above, saved a deal of future trouble, and has earned the hearty appreciation of those who realize the value of beauty in every day life.



CIVIC POWER

CIVIC LIGHT



HIS HONOR D. C. CAMERON, Lieut. Governor  
of MANITOBA performing the Ceremony  
of laying the Corner Stone of the Industrial  
Bureau New Permanent Exposition Building  
Winnipeg, Dec 30<sup>th</sup> 1911

An event that deeply stirred civic pride, and that happened during the closing hours of 1911, was the laying of the corner stone of the Winnipeg Industrial Bureau's Permanent Exposition Building by His Honor D. C. Cameron, the Lieut.-Governor of Manitoba. Over one hundred prominent business citizens were present at the ceremony, and Mayor R. D. Waugh, Ex-Mayor Sanford Evans, and President F. W. Heubach of the Industrial Bureau, all made patriotic speeches on the occasion.



**Government Post Office at Winnipeg.**—The post office building now occupied by the department at Winnipeg, is a new and well appointed building, made necessary for an enormous increase in postal business. The new structure was opened for business in 1909 and now ranks as the third office in Canada in volume of business transacted.



CIVIC POWER

CIVIC LIGHT



**Holiday on Main Street, Winnipeg.**—Main Street is the chief thoroughfare of Winnipeg. . It is 140 feet wide, beautifully paved and has wide granolithic sidewalks. Double electric car tracks traverse the full length of the street within the city limits and fine buildings line its sides, making Winnipeg's principal street big, dignified and impressive—the more so since it is familiar history that it is no more than thirty years since what is now Main Street was a muddy prairie trail.



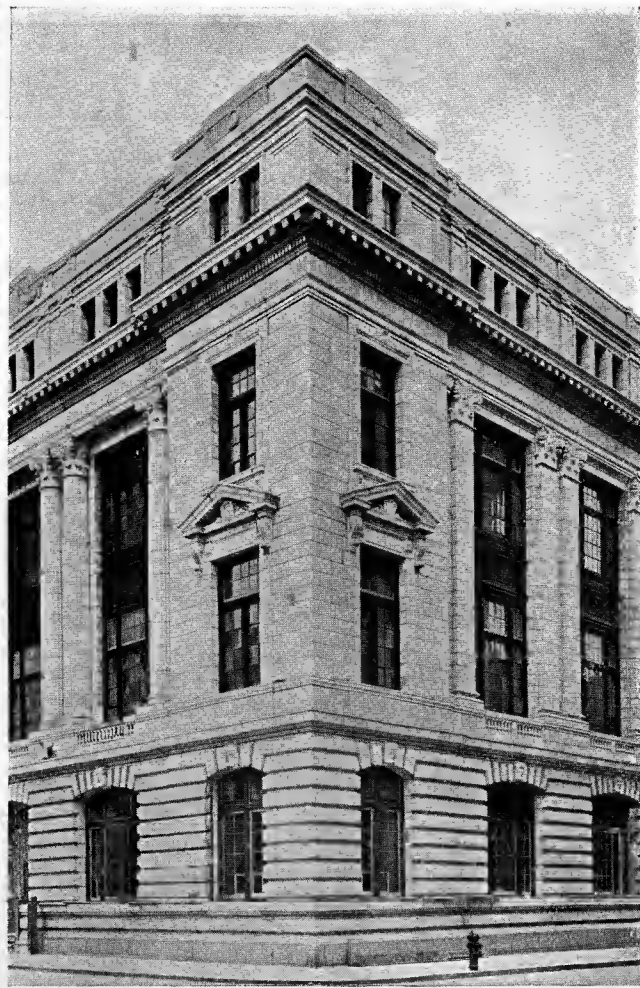
CIVIC POWER

CIVIC LIGHT



**Manufacturing Delegates Sightseeing.**—Few cities are better equipped for convention purposes than Winnipeg. The Royal Alexandra Hotel shown here is rated by travellers as one of the best in the world. It is convenient to the C.P.R. station and belongs to the same corporation. There are sixty hotels in Winnipeg, ranging in class and rates from \$1.00 to \$5.00 per day.





CORNER OF LOMBARD AND RORIE STREETS

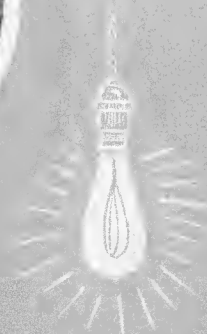


CORNER OF PORTAGE AVE. AND GARRY STREET



CIVIC POWER

CIVIC LIGHT



**Broadway, Winnipeg.**—Broadway is one of Winnipeg's finest streets. It runs West from Main Street south and has center and side boulevards nearly the whole length of the street. On Broadway are some of Winnipeg's finest apartment blocks and homes and a million dollar hotel is to be built soon near the new Union Depot that faces the entrance of this broad avenue.



CIVIC  
POWER

CIVIC  
LIGHT

**From Business to Beauty.**—Many Winnipeg streets that are given over to business in the downtown section are transformed into residential streets as they extend into residence parts of the city. The change is one from broad stretches of asphalt and wide sidewalks to narrower pavements flanked by boulevards and trees.

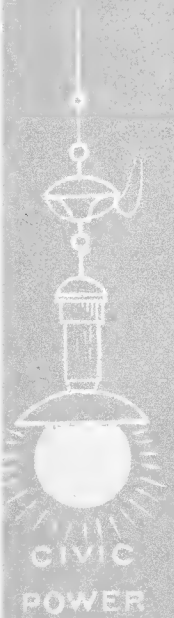
CIVIC POWER

CIVIC LIGHT



Some of Winnipeg's Big Buildings.—This is a handful out of the heart of Winnipeg's busiest section about Main Street and Portage Avenue. Most of these buildings have been put up within ten years. The building records for the City for the seven years ending December, 1911, show that seventy-seven million dollars were spent during that period. In 1911 the new buildings constructed were valued at seventeen and a half million dollars.





CORNER OF MAIN STREET AND PORTAGE AVENUE



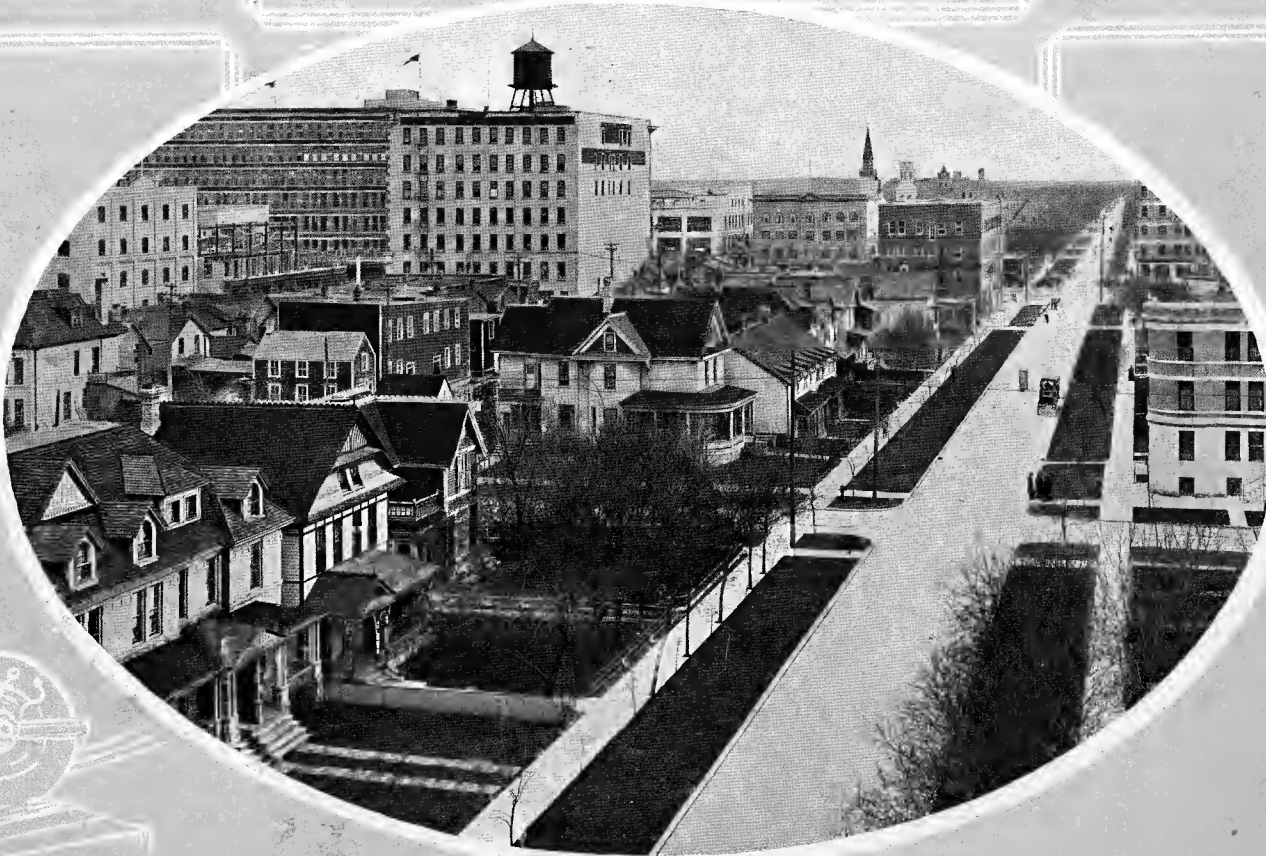
CORNER OF NOTRE DAME AVE. AND PRINCESS ST.



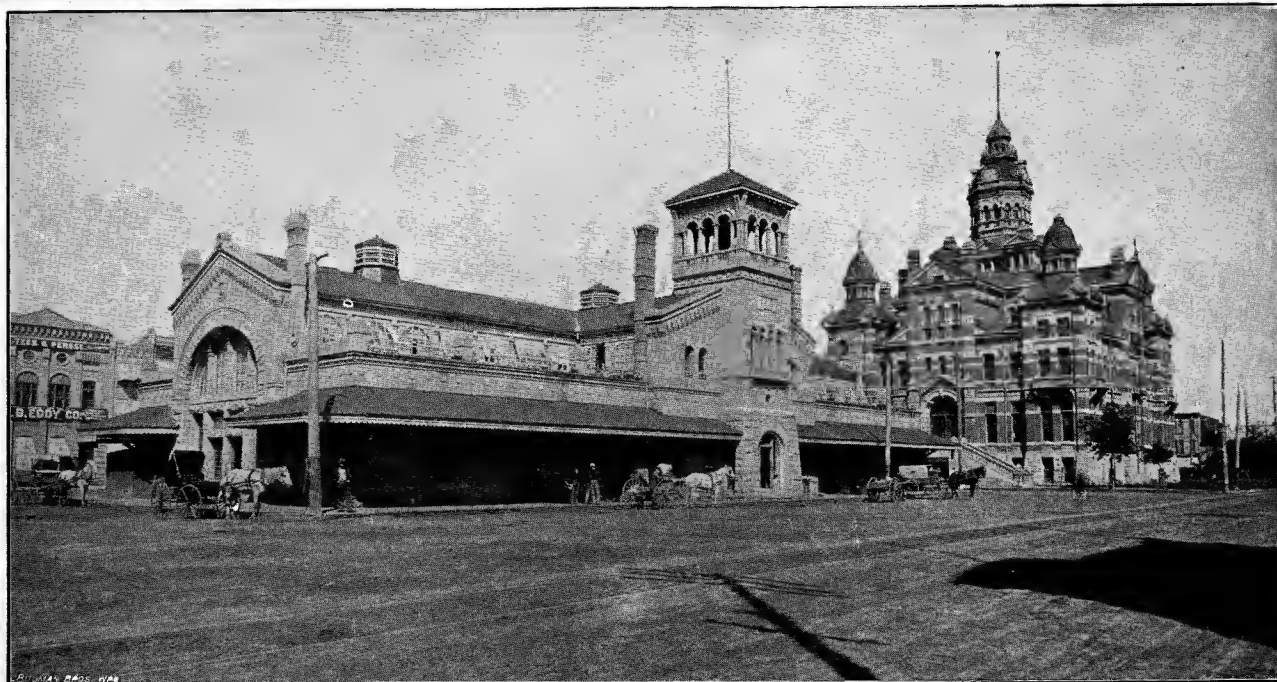


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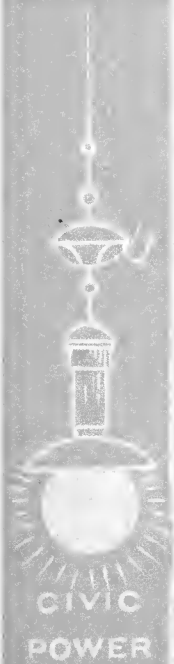
CIVIC LIGHT



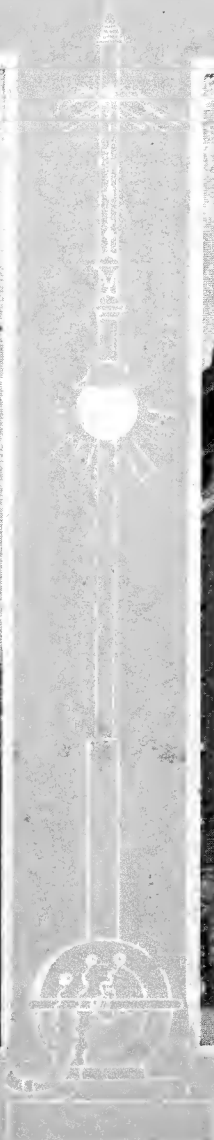
**Business Circle Growing.**—The outstanding feature of expansion in solid growth in Winnipeg's business section is shown in the above photograph of one of the side streets off Portage Avenue. The demand for business block locations is growing year by year, with the result that private homes are being purchased at great profit in these sections for extending the business limits.



Present City Hall and Market House Site where it is proposed to erect a new City Hall Building to cost \$2,500,000. This extension in office space is necessary to accommodate the various departments created by the rapid growth of Winnipeg in the past ten years.



CORNER OF MAIN ST. AND WILLIAM AVE.



CORNER OF LOMBARD AND RORIE STREETS

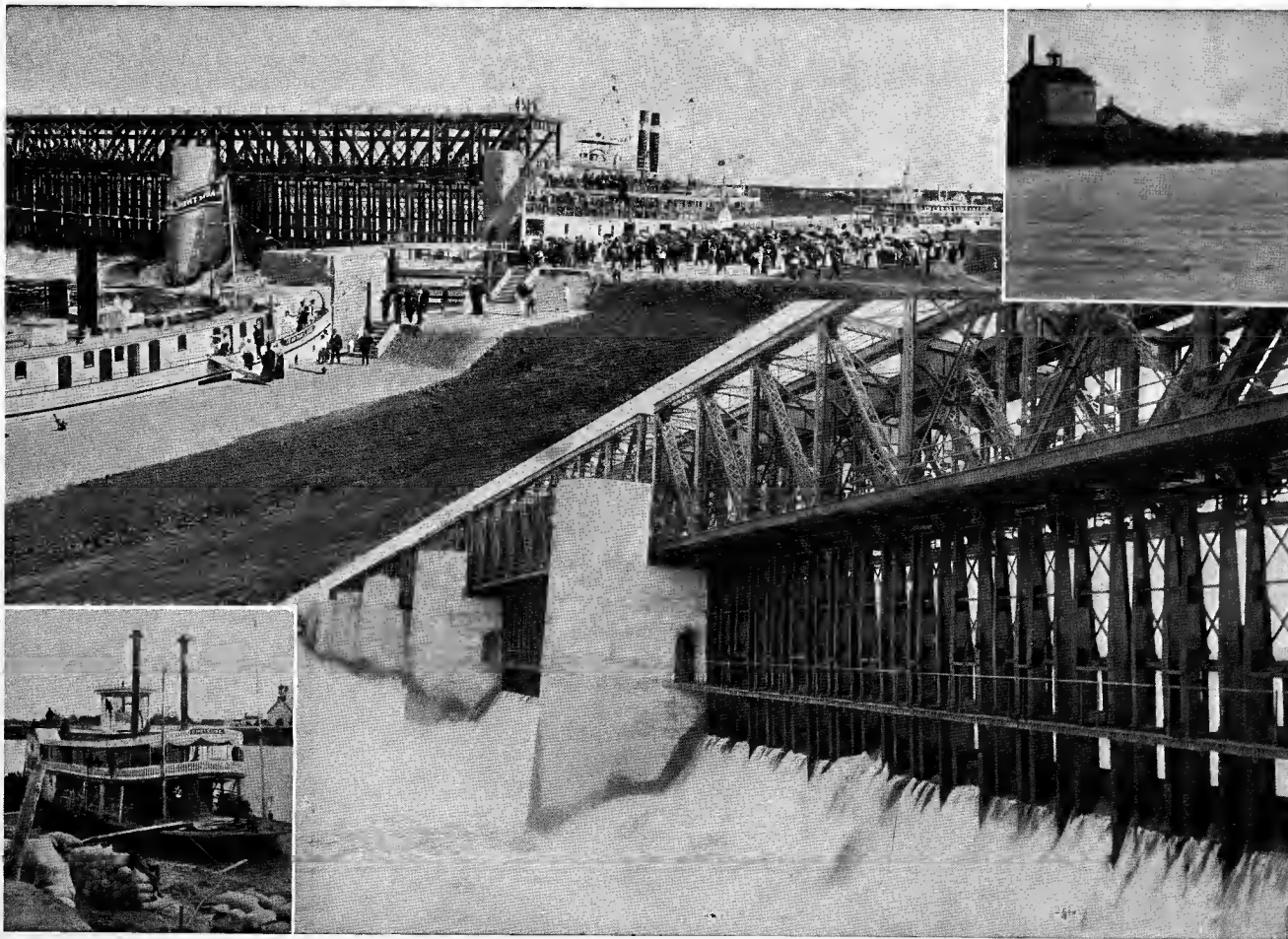




**Donald Street, Crossing Portage Avenue.**—The big department store on the left takes up a whole block of Portage Avenue frontage and extends back two blocks along Donald and Hargrave streets. This is one of the largest stores in North America, employing over 3,000 hands. It has eighteen acres of floor space and has had eight additions made to its capacity during the five years it has been open.







**St. Andrew's Locks and Dam.**—Constructed by the Dominion Government at a cost of \$1,250,000 and opened officially in July, 1910. This great work has placed Winnipeg in direct water communication with Lake Winnipeg—an inland sea over 300 miles long and 100 miles wide—surrounded by great undeveloped resources that will now be brought into account by the growth of manufacturing in Winnipeg. The upper insert is Winnipeg's first warehouse and the lower insert is an old time Red River freighter.

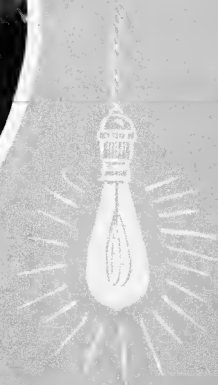
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LIGHT



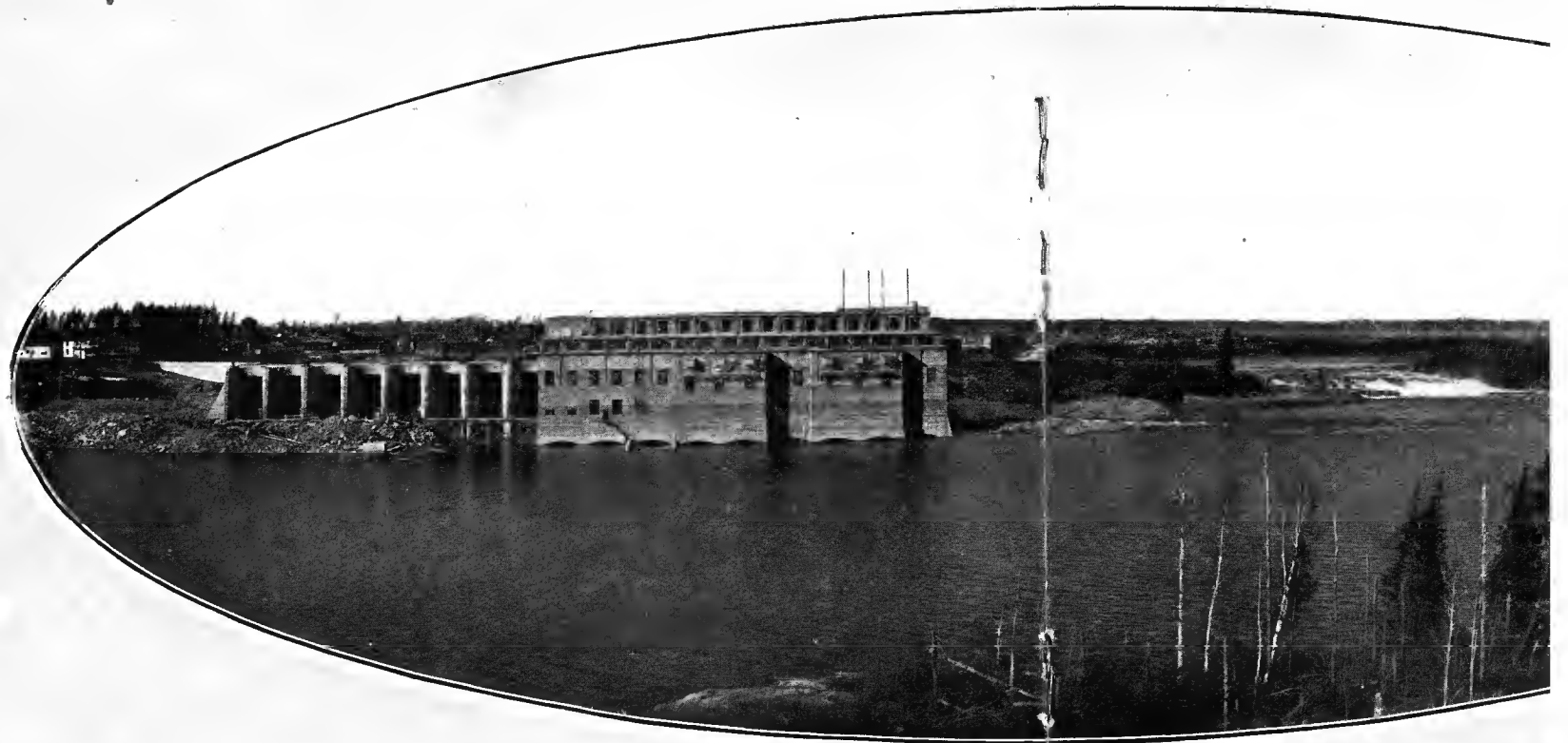
Civic Power

Civic Light

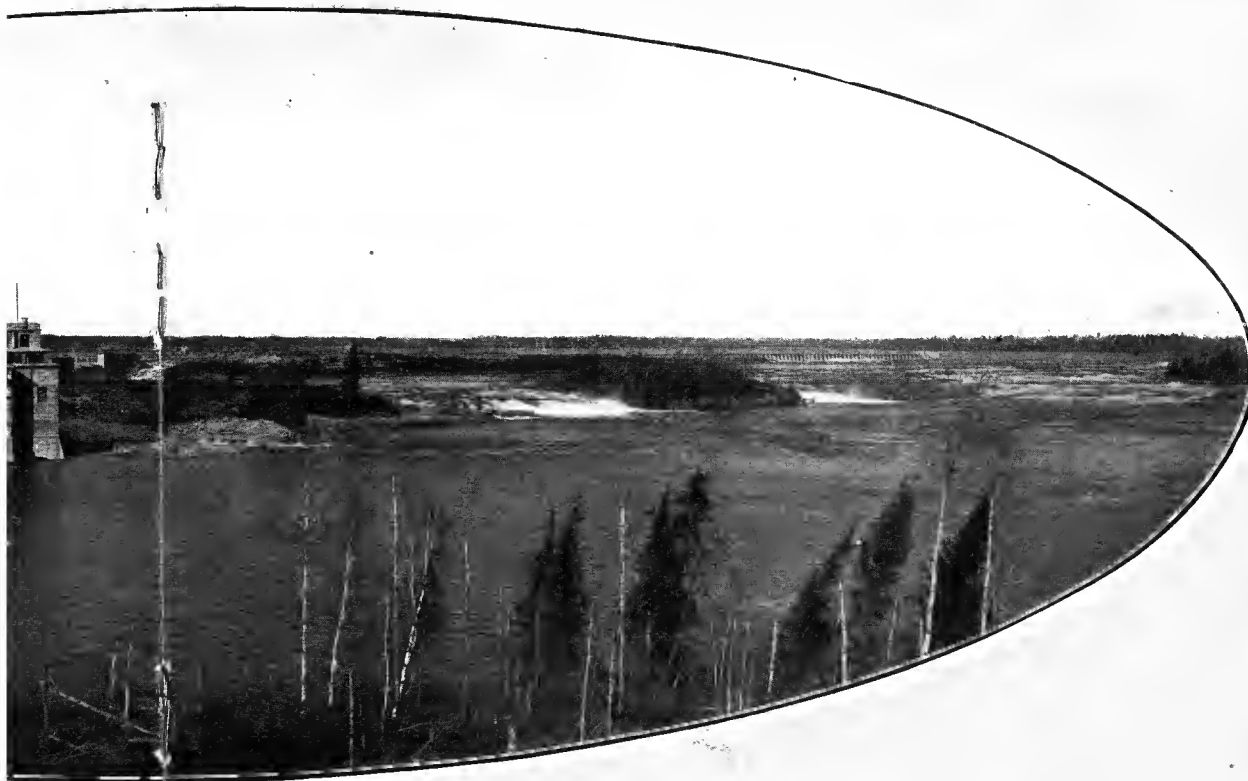


**Section of C.P.R. Stock Yards, Winnipeg.**—In 1906 a Winnipeg firm of live stock exporters held the foremost place in the world's cattle market. The present yards are being extended and plans are under way for a big union stock yards that will give adequate room for the increasing trade. Winnipeg has four abattoirs with a total killing capacity exceeding 5,000 head of stock per day.

These works are located at Point du Bois on the Winnipeg River, 77 miles northeast of the City of Winnipeg. The water fall—naturally 32 feet—is increased by the power development dam to 47 feet. Mill pond of 6,000 acres.



Municipally-Owned Power Plant of Winnipeg, at Point du Bois, on the Winnipeg River

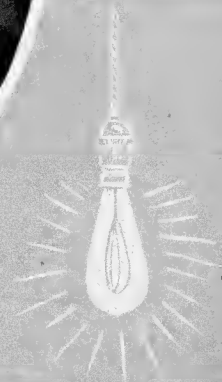


Winnipeg, at Point du Bois, on the Winnipeg River

The total power available without storage is 60,000 horse power, which can be increased to 100,000 horse power. The cost of the works, including generating stations, transmission line and terminal stations, all completed and equipped, was \$4,000,000. Power and light is sold at cost.

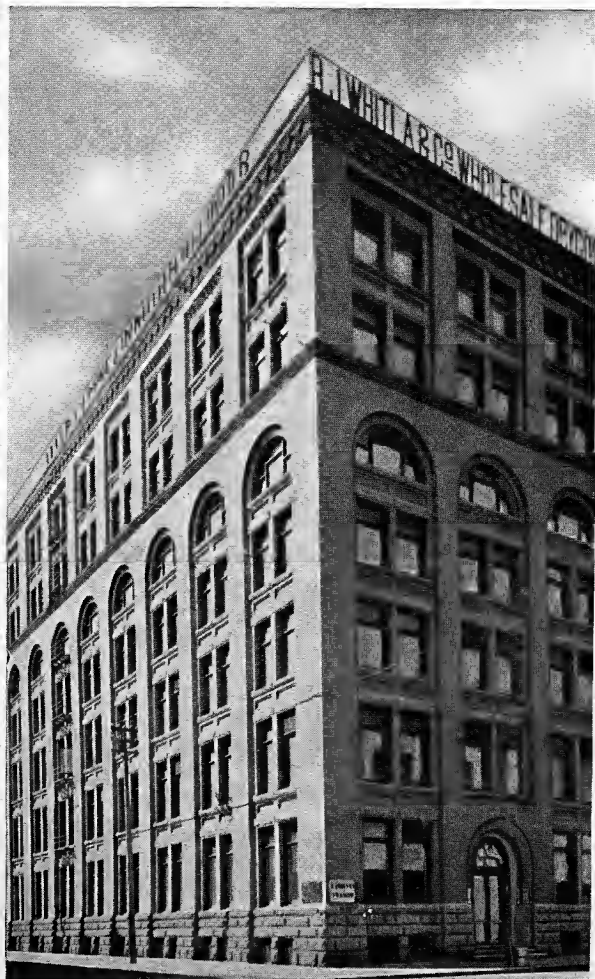
CIVIL POWER

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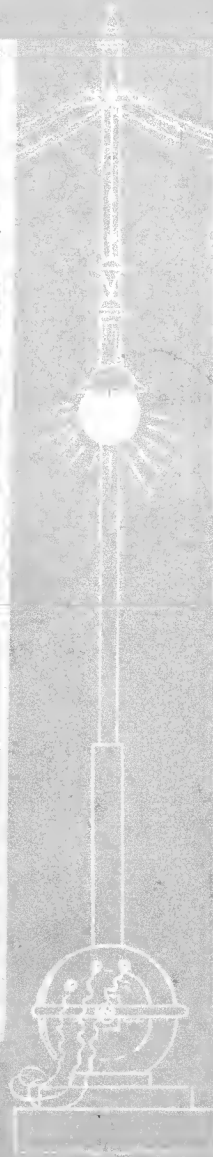


**Winnipeg's Annual Exhibition**, held every year in July, is the great holiday event of the West. It is here manufacturers get in touch with the great purchasing element. Thousands of the finest show animals are exhibited, and from the grand stand shown above may be seen some of the fastest race meets in America.





CORNER OF McDERMOT AVE. AND ARTHUR ST.



CORNER OF BANNATYNE AVE. AND KING ST



CIVIC POWER

CIVIC LIGHT



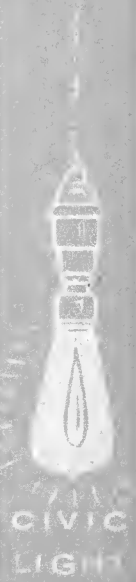
**Vegetable Show at Winnipeg.**—Although Manitoba farming is very largely wheat farming, the day of market gardening and mixed farming is at hand, and great progress already has been made along these lines. All sorts of vegetables that grow in the temperate zone grow well here, and many kinds, such as cauliflower, potatoes, beets, celery, cucumbers, pumpkins and squashes, grow exceedingly well.



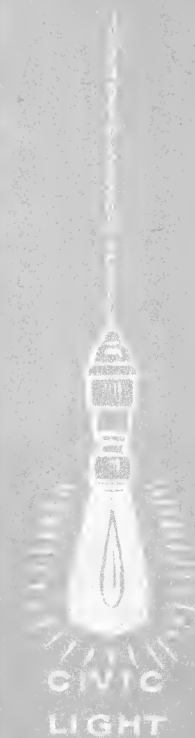
CORNER OF PORTAGE AVE. AND DONALD ST.



CORNER OF PRINCESS ST. AND CUMBERLAND AVE.







**New Business Streets off Portage Avenue.**—Streets that run off from Portage Avenue share the growth of that splendid thoroughfare. Where these streets were wholly residential a few years ago, shops and stores are replacing the houses with great rapidity. The upper right insert is the new \$1,500,000 Union depot of the C.N.R. and G.T.P. systems. The lower left insert shows the magnificent C.P.R. station, the half-way cross continent stop for all tourist travel.

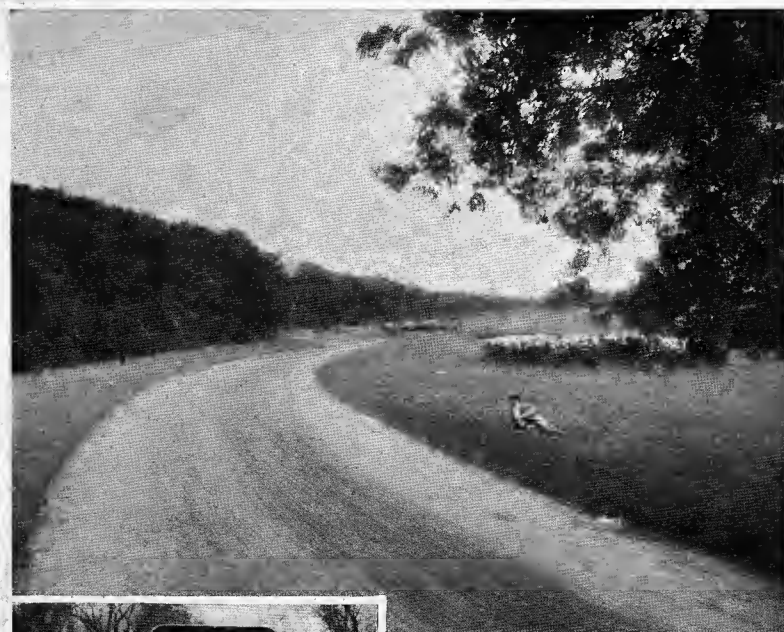


CIVIC POWER

CIVIC LIGHT



**Buffalo Bill at Fort Garry.**—When Col. William F. Cody—Buffalo Bill—visited Winnipeg, in 1910, he and his war chiefs sat for their picture at Old Fort Garry park. It is not many years—well within the life of Col. Cody—that Fort Garry was captured and held for a time, by Louis Riel, the half breed leader of rebellions against Canadian government.



**A Wide Expanse of Park Lawn.**—No better land could be found for lawns than the Manitoba prairie. It is level, smooth and splendidly rich and fertile. Planted to grass and well tended it produces a fine growth of lawn carpeting. Flower beds flourish and supply good color effects in the landscape scheme. Motoring and coaching is popular through these park drives as shown in the miniature inserts of this photograph.

CIVIC POWER

CIVIC LIGHT



**City Playgrounds Scene.**—Although Winnipeg is a comparatively young city it is exceedingly well equipped for educational purposes. One of the recent extensions of the educational system is the addition of a public playground system. In summer, vacation time, these playgrounds are well patronized and are a great boon to mothers and children.



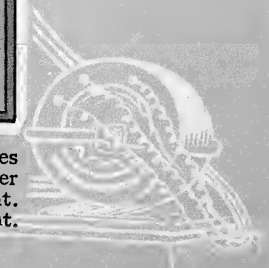
**Churches of Winnipeg.**—Winnipeg is famous for its fine churches, all of which are largely attended. There are 122 churches and missions and the last church census taken show the following denominations based as per 100,000 population: 18 per cent. Presbyterian, 17 per cent. Church of England, 15 per cent. Roman Catholic, 13½ per cent. Methodist, 5 per cent. Baptist, 5 per cent. Hebrew, 7 per cent. Evangelical, 3½ per cent. Congregational, 1 per cent. Salvation Army, 7½ per cent. other denominations and 8 per cent. no preference.



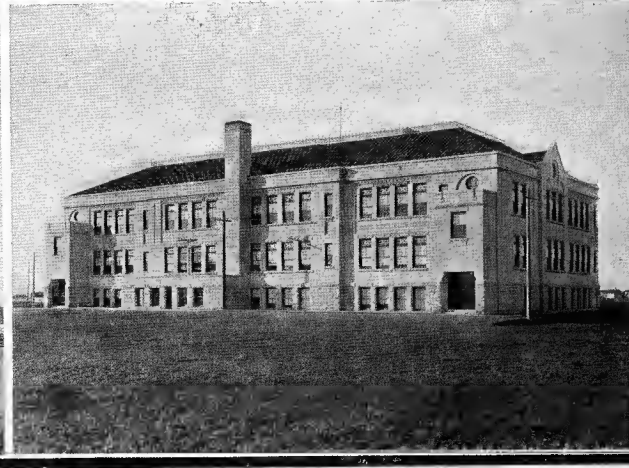
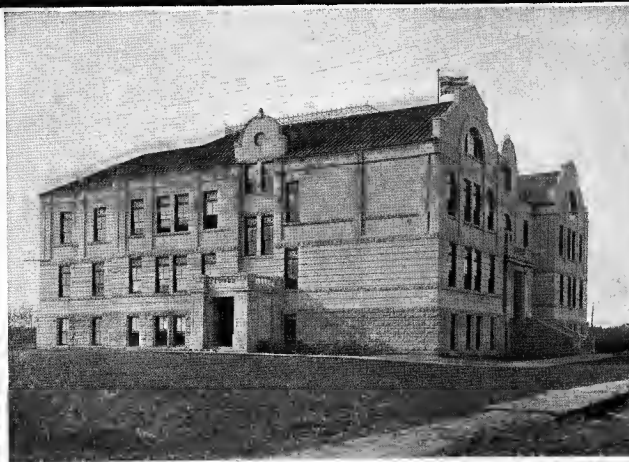
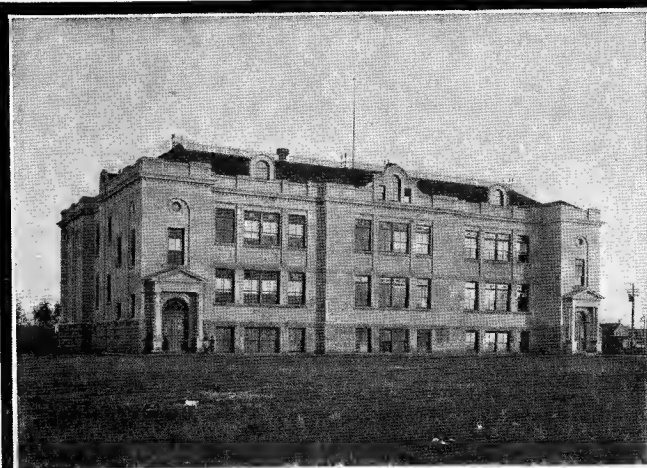
CIVIC  
POWER



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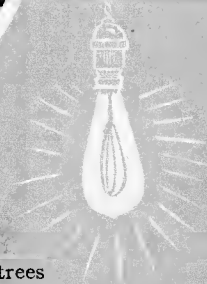


**Educational Facilities Unexcelled.**—The City contains excellent facilities for education, having 33 public schools with an enrolment of 17,000 pupils; there are six Parochial schools with 1200 pupils, six Colleges, a University, Provincial Agricultural College, Academies, Ladies' schools and two magnificent technical schools under completion to cost \$400,000 each.

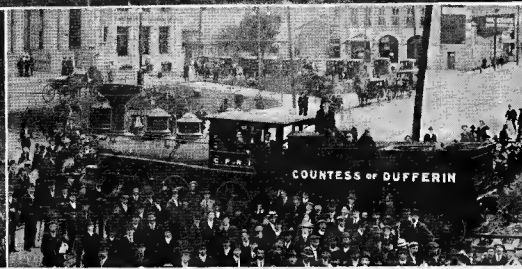
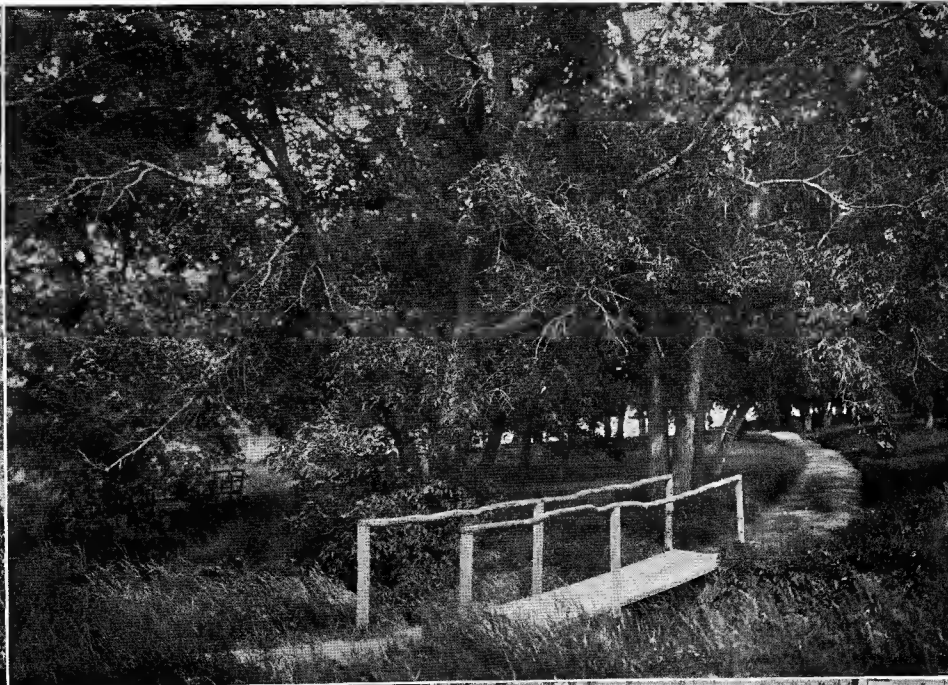
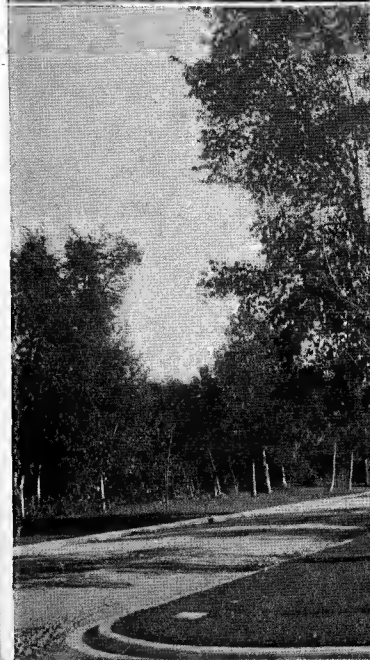


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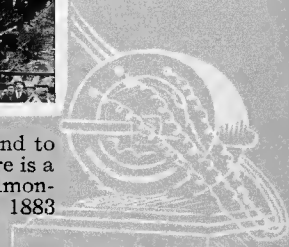
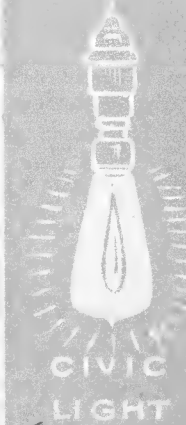
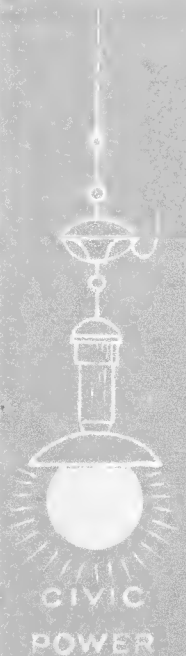
CIVIC LIGHT



**Summer Foliage in Winnipeg.**—So far from being barren of shady trees, the streets in and about Winnipeg are prolific of trees and shrubs. Many of these are natural, but forestry and landscape gardening have produced striking and beautiful results along Winnipeg's fine parks, boulevards and estates.



**What Story Writers Feature.**—Winnipeg has labored widely and well to keep every natural beauty of the park grounds and to emphasize them as much as possible. The upper scene shows one effect of this wide endeavor. The lower left picture is a Winnipeg suburban street, well planned and kept. In the upper insert is shown what was known in 1877 as the "Edmonton Limited," starting on the western 1000 mile trail. At the bottom is shown the first engine to reach Winnipeg in 1883 now on exhibit in front the C.P. Ry. depot in Winnipeg.





CIVIC POWER

CIVIC LIGHT



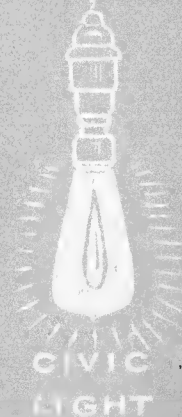
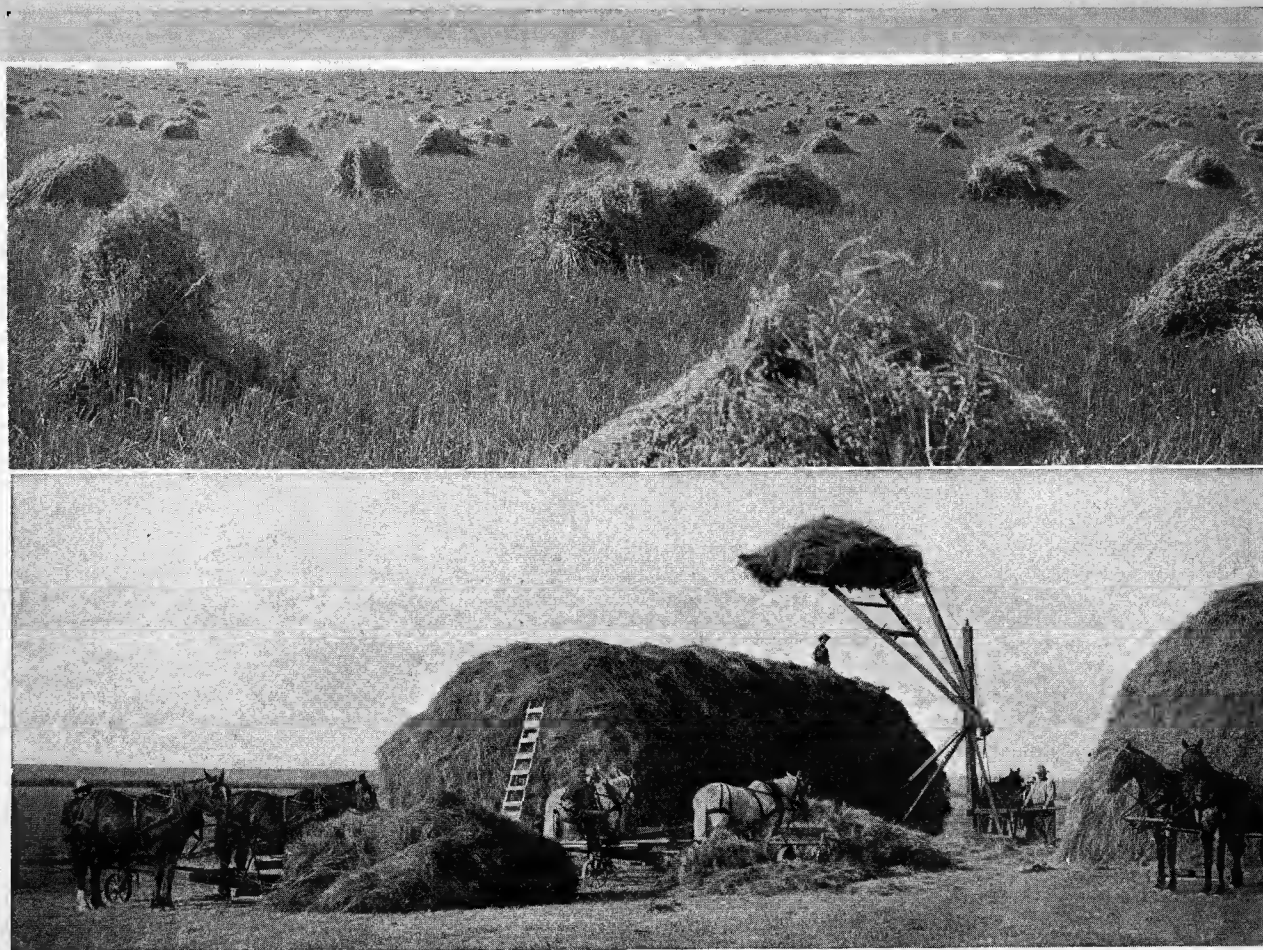
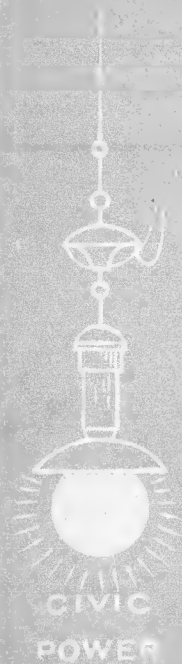
**Horse Show Amphitheatre.**—The Winnipeg Horse Show Amphitheatre is one of the finest buildings for Horse Show purposes on the continent. It is also used for large gatherings of various sorts. The annual horse show is a big social event as well as being the occasion for showing a large number of especially fine horses, for which Winnipeg is justly noted.





**Western Farm Scene.**—The fields, the prairie and the farms of Western Canada are calling out for young people of purpose, of industry and ambition, and guarantees to them future happiness and prosperity. No country in the world can offer equal advantages and greater returns in mixed farming than Western Canada. In Manitoba mixed farming is profitable and much available land open for settlement.

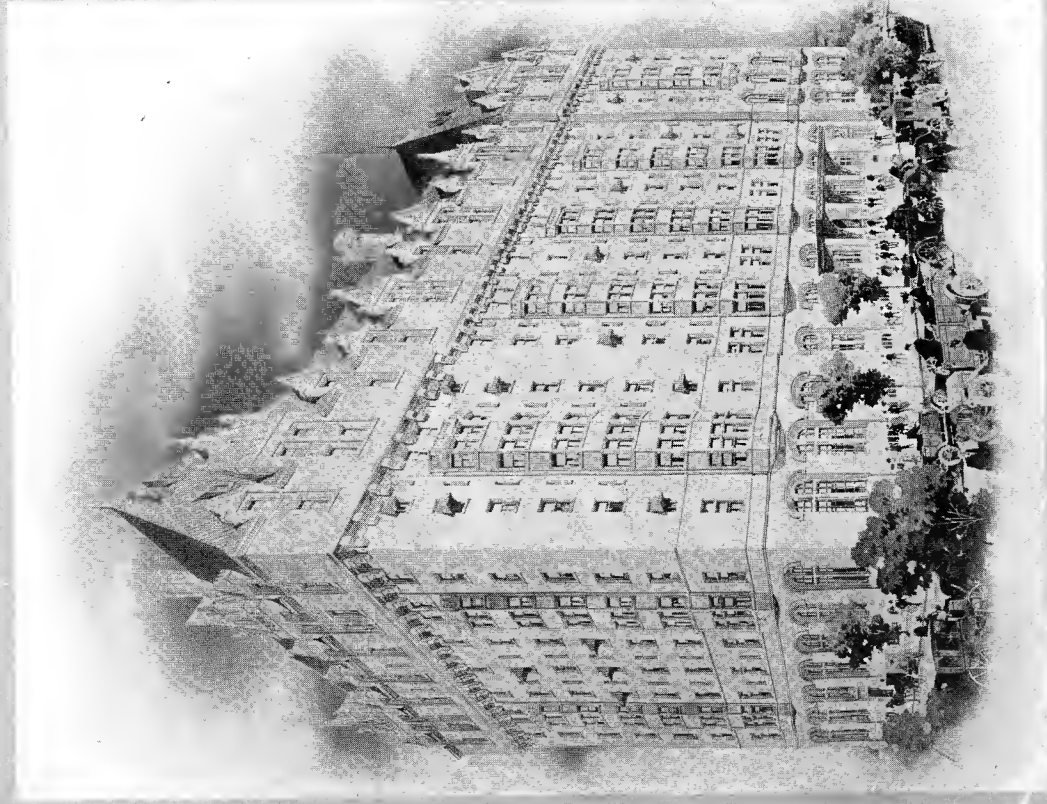




• **Wheat, The World's Wealth.**—The wonderful growth of Winnipeg has for its base the solid foundation of agricultural resources. From Government sources it is estimated that there are 200,000,000 acres of wheat lands available in Western Canada that will produce returns such as is pictured by positive proof production in the photograph shown above. Only seven per cent. of the wheat lands of Western Canada are occupied.

Winnipeg is the  
Marvel of the  
age in  
Civic Building

Winnipeg has made  
more progress in  
thirty years than  
most places do in a  
century



**The "Fort Garry" Hotel**—This palatial edifice is now being built by the Grand Trunk Pacific Railway, almost on the site of the historic fort of that name. The new hotel which will cost \$1,500,000, will have fourteen stories and 350 rooms, each with outside light, bath, etc., and will represent the last word in hotel construction.

CIVIC  
POWER

SOFT  
LIGHT

**CIVIC LIGHT**

**IN WINNIPEG  
THE AIR IS  
SPLENDIDLY DRY  
AND BRACING**

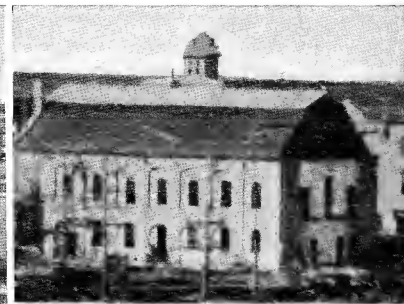
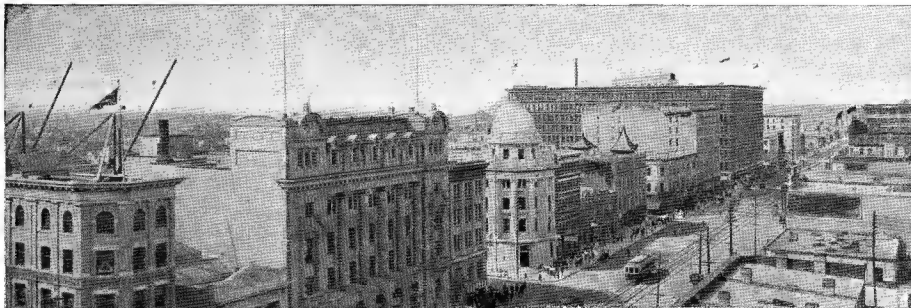
**CIVIC POWER**

**WINNIPEG HAS  
SIXTEEN HOURS  
OF SUNSHINE  
IN SUMMER**



**City Park on a Holiday.**—The City Park (276 acres) is a favorite resort for Winnipeg people on Sunday afternoon or to spend a holiday. A fine collection of animals are kept at this park that lies along the Assiniboine River and has great natural beauty, which has been splendidly adapted and extended by the hand of man.





*The destiny of  
Winnipeg and  
Western  
Canada are  
inseparable*



*Western  
Canada is the  
World's  
Greatest  
Growing Market*

**The Old and The New.**—Winnipeg presents a miracle of civic growth without parallel on the continent. The small park in front of the City Hall shown in lower right view, is one of the city's show spots. It is kept fresh and beautiful throughout spring, summer and autumn with seasonable flowers and plants. The upper left hand view shows a portion of the south side of Portage Avenue looking west. The insert below shows the old Post Office, where Winnipeggers called for their mail in 1880, and the upper insert the old City Hall.

*Winnipeg is the  
Natural  
Supply City  
of Western  
Canada*



*Winnipeg  
occupies a  
position of  
undoubted sup-  
remacy in the  
West*

**Wheat.**—Hundreds of miles of land like this. — This magnificent domain of rich soil, as long as the distance from Chicago to Boston, and as wide as from Toronto to Baltimore—all in one big field!



*The West's  
remarkable de-  
velopment has  
created an un-  
precedented  
demand for  
home industries*



**Mixed Farming in Manitoba.**—Manitoba land is cheap and much of it is ideal for dairy farming, good water supply, soil that will grow corn, alfalfa, peas and almost every kind of cultivated grain and grass. There is an abundance of grazing and hay that can be obtained for the cost of putting it up and hauling. And most important of all, there is the finest market in the world where good prices can be obtained for milk, butter, cream and poultry, in the City of Winnipeg.

*Winnipeg has  
cheap power,  
good sites, best  
labor conditions  
and railway  
facilities*



## PROVINCE OF MANITOBA

Manitoba, the most easterly of the three Central Provinces, lies in the centre of the North American continent and midway between the Pacific and Atlantic oceans, its southern boundary running down to the 49th parallel, which separates it from the United States. This year, by special act of the Dominion Legislature, the northern boundary has been extended to the 60th parallel of latitude, adding 114,226,560 acres to the province. Old Manitoba had 73,742 square miles, the new 252,211, the increase being 245 per cent. From being sixth in point of area among the provinces, Manitoba now moves up to fourth place. It will be exceeded in size by only three provinces—British Columbia, Quebec and Ontario. New Manitoba will be a maritime province with a coast line and port for ocean going steamers on the Hudson's Bay, one of the largest inland seas in the world.

Within its borders is Lake Winnipeg, a fresh water sea 2,000 square miles larger than Lake Ontario. Lake Manitoba is another large body of water, and scattered throughout the province are many others. The Red River of the north makes its winding way through the province and is joined at the spot where Winnipeg has been built, by the Assiniboine. The Winnipeg River is a stream of much importance for its water power, its possibilities in that line (with 78,000 horse power developed and transmitted to Winnipeg) being greater than that of Niagara Falls. By means of its waterways, Manitoba will eventually have water transportation to the salt seas—north by the way of the Red River, Lake Winnipeg and the Nelson to Hudson's Bay, or east by the way of rivers, lakes and canals, to the Great Lakes, only five hundred miles away.

Little more than forty years ago Manitoba was pure frontier—the very outpost of civilization. Its people were nearly all halfbreeds and Indians. Herds of buffalo roamed the prairie and were hunted for hides and choice cuts of meat. The Government was so weak and unstable that when it was proposed to join the Confederation, Louis Riel and a handful of halfbreeds seized the stores and post of the Hudson's Bay Company at Fort Garry and captured the white inhabitants of the settlement which is now the splendid city of Winnipeg. The rebellion was crushed and Manitoba joined the Confederation, but Riel rebelled again in 1885, and it took hanging to remedy this chronic upheaval of things governmental. There were no cities, no towns of size, no railroads, no factories or any stores outside of the post stores of the fur traders.

Today Manitoba has a population of over 500,000. Five million acres of land planted to wheat, oats, barley, flax and general crops, produce excellent results and make the Manitoba farmer the richest agriculturalist in the world. 61,058,786 bushels of wheat, 73,786,683 bushels of oats and 29,000,000 bushels of barley were raised in Manitoba in 1911, and the filling up of the country and the growth of the cities and towns have promoted mixed farming and dairying so that these branches of agriculture are of very great importance and are gaining ground every year.

Manitoba has awakened to the importance of a vigorous campaign for people. Geographically situated so as to offer the farmer the greatest of combined advantages, those seeking opportunity, especially in mixed farming, are sure to respond in the coming year to the invitations that will be sent out to every corner of the world by the progressive movement started this year. Without taking to account the hundred and fourteen million acres to be added to the province this year. Manitoba has already 36,754,000 acres capable of cultivation. This equals 229,712 quarter sections of 160 acres each, and taking an average of four people to the quarter section, it will give a rural population of nearly a million people exclusive of cities, towns and villages, or, in other words, room and opportunity for an additional three-quarters of a million farming population.

*Write the Secretary of the "Million for Manitoba League," Exposition Building, for Free Literature and Facts*



## Western Canada—The Land of Opportunity

All experts in economics assert that agriculture is the basis of true wealth; that all other activities revert to the tilling of the soil for their base and source of life. Probably there has never been a more striking instance of the power of agriculture to create a nation that which is on view on the plains of Western Canada to-day. Here is a country where, no more than forty years ago, there were about 12,000 people, mostly half-breeds and Indians, but which has now a population of 1,281,118, and is adding to that rather considerable number at the rate of over a thousand a day. The soil of Western Canada is rich and fertile beyond the dreams of agricultural avarice, and produces crops year after year in unexcelled quality and higher average yield than any country in the world where farming is done on the same big scale. Wheat produces twenty to sixty bushels to the acre; oats from fifty to one hundred bushels and barley from thirty to sixty bushels.

The area of the three prairie provinces—Manitoba, Saskatchewan and Alberta—is 471,243,338 acres, including Manitoba's new area of 114,226,560 acres. Of this it is estimated that, exclusive of Manitoba's added territory, 200,000,000 acres are arable. In 1900 the acreage under crop—wheat, oats and barley only—was 3,491,413; in 1906 it had increased to 7,894,666, and last year, 1911, 14,626,234 acres were sown with these cereals. In addition to this 1,121,500 acres of flax were sown. The following table, giving the combined yield of wheat, oats, barley and flax, for Manitoba, Saskatchewan and Alberta, during the past ten years forms splendid evidence of the productive power and general importance of the Western Canada:—

**GRAIN YIELDS OF WESTERN CANADA**

Year	Wheat	Oats	Barley	Flax	Year	Wheat	Oats	Barley	Flax
1901	63,311,632	38,909,654	7,331,255	266,420	1907	70,922,584	74,513,561	19,187,449	1,732,065
1902	67,034,117	45,139,455	12,718,839	722,625	1908	96,863,689	108,987,855	24,050,645	3,165,320
1903	56,146,021	47,215,479	10,448,461	884,000	1909	118,109,000	163,998,752	30,542,000	4,833,167
1904	54,390,678	44,620,520	10,920,850	535,543	1910	101,336,413	108,301,090	16,993,170	4,038,950
1905	84,506,857	66,311,800	13,447,800	733,700	1911	194,083,000	212,819,000	24,043,000	12,784,000
1906	94,201,984	94,244,000	16,888,000	1,023,510					

The money value of last year's crop alone, taken from the Dominion Government census report, is \$211,929,000.

The railway mileage of the three prairie provinces is now 12,118 miles, having increased from a mileage of 3,680 in ten years. Immigration too shows a remarkable increase during that period. In the year 1901 49,149 new settlers entered the provinces; in 1906 this figure had increased to 189,064, and last year 228,164 individuals from all countries settled in Manitoba, Saskatchewan and Alberta, bringing cash and effects to the value of \$326,080,220.

That these facts and figures are only records of the beginning of progress and development in Western Canada, and that the future holds tremendous possibilities for this Last Best West, may be judged by the fact that **less than eight per cent.** of the available land is under cultivation. Commerce is measured by the power of the land to maintain population, and cities can grow to the limit of the crop resources that directly or indirectly support them. So that the future of Winnipeg, the economic manufacturing and shipping centre of Western Canada, will be measured closely by the size of the crops of the three Prairie Provinces—Manitoba, Saskatchewan and Alberta.

**Your Opportunity.** Get close to this market.

Special Reports prepared and mailed free of charge on the manufacturing possibilities of any line of industry by addressing CHAS. F. ROLAND, Commissioner of Industries, Winnipeg, Canada.

*Headquarters  
for  
Convention  
Gatherings*



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## *Remarkable Progress of a Great Organization*

### **THE WINNIPEG INDUSTRIAL BUREAU**

A public-spirited organization of business men who are doing invaluable work for the development of Winnipeg and the West.

#### **A brief chronological history of its meteoric rise into prominence**

- 1907—Its inception with 64 members and seven organizations on the executive board. Offices in Manitoba Hall, with 120 square feet of office space.
- 1908—145 members, with 11 bodies represented on the executive board. Moved into larger offices to the Rialto Building, with 320 square feet of space.
- 1909—200 members and 14 business organizations represented on the executive. First business men's excursion through Western Canada.
- 1910—330 members with 16 organizations on executive. Moved to Union Bank, with 1,100 square feet of office space. Inaugurated the first Imperial Home Re-Union Association, which has since been adopted in 23 Canadian cities.
- 1911—818 members and 18 organizations on executive. At close of year 1,000 people had been brought by Home Re-Union scheme. Plans for erection of exposition building and increased efficiency.
- 1912—Year commenced with 818 membership and 23 organizations on the executive council of 49. Technical educational work taken up. New quarters in exposition building occupies 40,000 square feet.

## THIS SOUVENIR

WAS PREPARED BY

# The WINNIPEG INDUSTRIAL BUREAU

A body of business men having no private enterprise to promote, but who contribute their time, without remuneration, to collect, record and disseminate valuable statistics and information concerning opportunities open in Winnipeg and Western Canada, and whose Directors comprise representatives of the following business, commercial, professional, and educational bodies:

The City Council  
The Board of Trade  
The Bankers' Association  
The Real Estate Exchange  
The Grain Exchange  
The Builders' Exchange  
The Manufacturers' Association  
The Trades and Labor Council  
The Commercial Travellers' Association  
The Architects' Association  
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The Public Parks Board  
Winnipeg Clinical Society  
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Chartered Accountants' Association  
The Faculty Manitoba University  
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The Civic Planning Commission  
The Winnipeg Garden Club

Those desiring specific information with regard to business openings or reports upon the manufacturing possibilities in any line of industry are invited to call or communicate with:

**CHAS. F. ROLAND, Commissioner**

WINNIPEG INDUSTRIAL BUREAU

Main and Water Streets

WINNIPEG, CANADA

